

Adopt-A-Highway Litter Sweep Media Form

Fill in the Blanks

To: (1) _____

Our Adopt-A-Highway group is participating in the fall 2011 Litter Sweep. The roadside cleanup event is sponsored by the N.C. Department of Transportation and proclaimed by the Governor. We would like you to do an interview with our AAH volunteers about our efforts to keep North Carolina's roadsides clean and beautiful. Below is information about our upcoming cleanup. You may reach the group's contact persons at the phone numbers and emails listed below. We would be pleased to work with you to inform the community of our volunteer effort to improve the quality of life for all North Carolinians.

Date: ____/____/____

News Release

For Immediate Release

Contact Information of Adopt-A-Highway Group

Name: _____ Phone: (____)_____ Email: _____

Name: _____ Phone: (____)_____ Email: _____

ADOPT-A-HIGHWAY GROUP PARTICIPATES IN LITTER SWEEP

(2) _____: Governor Perdue has proclaimed September 17th - October 1st, 2011 as Litter Sweep time in North Carolina and encourages all North Carolinians to participate in the statewide roadside litter cleanup. Litter Sweep provides an opportunity for state and local governments, civic groups, businesses, schools, churches, professional organizations, families and others to volunteer in keeping North Carolina clean and beautiful.

(3) _____ is an Adopt-A-Highway group participating in Litter Sweep, and is responsible for cleaning its two-mile stretch four times a year.

(4) _____ is the route adopted.

After each cleanup, the NCDOT picks up the bags of litter and takes them to the local landfill.

The AAH group's message to the traveling public is "Help keep our state beautiful. Don't litter."

To learn more about Litter Sweep and the Adopt-A-Highway Program call 1-800-331-5864 or go to www.ncdot.gov/~beautification.

Details of our Upcoming Cleanup

Date: ____/____/____ Time: _____ Alternate Date: ____/____/____ Time: _____

Cleanup Location: _____

AAH Group: _____

AAH Contract Number: _____ Year Joined: _____

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Media Form Instructions for Adopt-A-Highway Groups

1. Enter the name of the media organization in blank (1).
2. Enter the date of the news release.
3. Enter your group's contact information in the Contact Information of Adopt-A-Highway Group section at the top of the news release.
4. Enter the city or town of your AAH group's adopted highway in blank (2) of the news release.
5. Enter your AAH group name in blank (3) of the news release.
6. Enter the name of your AAH group's adopted highway in blank (4) of the news release.
7. Complete the Details of our Upcoming Cleanup section with all necessary information. If possible, attach a map of the cleanup location and a photo of your group to the media form.
8. Distribute your news release to desired local media organizations.

Call 1-800-331-5864 for more information.